



**Edtech Platform Great Learning
Unlocks 3X Higher Engagement
Through Retention-Led CRM**

About Great Learning

Great Learning is a leading global ed-tech company for professional learning and higher education. It offers comprehensive, industry-relevant, hands-on learning programs across various business, technology, and interdisciplinary domains, driving the digital economy. These programs are developed and offered in collaboration with the world's foremost academic institutions in various formats, including certificate programs (ranging from 3 to 11 months), online degrees, and hybrid degrees.

Great Learning is able to leverage the highly qualified, world-class faculty at these universities, together with its vast network of over 7,700 industry expert mentors, to deliver an unmatched learning experience for more than 13 million learners from over 170 countries worldwide.



End User Interface

End User Interface



Summary

1

Problem

Great Learning faced funnel leakage, fragmented data for customer automation, and inefficiencies due to manual campaign execution and lack of real-time personalization.

2

Solution

WebEngage enabled personalized, multi-channel journeys across email, WhatsApp, RCS/SMS, and app push notifications, with advanced segmentation and real-time triggers.

3

Result

Achieved **zero additional cost overhead**, **2X reactivation of dormant users**, and a **3X increase in engagement**, all without additional ad spend.

The Problem at a Glance

Objectives

- **Streamline Learner Journey:** Simplify all touchpoints, from initial discovery to post-enrollment, to improve the overall learner experience.
- **Boost Conversions through Personalization:** Deliver real-time, personalized communication to reduce lead drop-offs and increase conversions.
- **Create a Unified Customer View:** Integrate data across all channels for a cohesive, in-depth understanding of user behavior.
- **Increase Marketing Independence:** Reduce reliance on third-party vendors for targeting, segmentation, and lifecycle management.
- **Scale Efficiently:** Expand their reach while maintaining high levels of personalization and operational efficiency.
- **Automate Lead Qualification:** Use automated, contextual journeys to identify and nurture the most promising leads.

Challenges

Fragmented data leading to inefficiencies

Manual execution of campaigns reducing scalability

Lack of real-time, personalized engagement opportunities

Inability to tailor content to user personas

How WebEngage Powered Great Learning's Transformation

WebEngage played a crucial role in helping Great Learning overcome its challenges. Here's how WebEngage helped them optimize their marketing and CRM efforts:

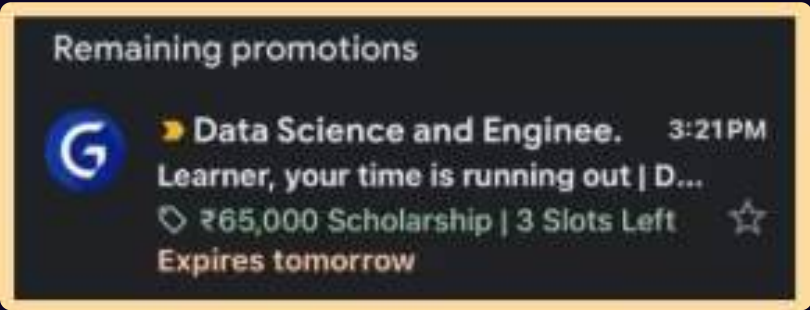
1

Omnichannel Personalization at Scale

WebEngage enabled Great Learning to build and deploy personalized campaigns across email, WhatsApp, RCS/SMS, app push notifications, and onsite messages. The key to this was using Journey Designer to create personalized journeys tailored to each user's unique stage in the learner funnel.

- Email: Early engagement through personalized carousels, AMP scratch cards, and annotations.
- WhatsApp: Mid-funnel nudges with dynamic tokens (e.g., {{user.first_name}}, city), and personalized CTAs.
- RCS/SMS: Final push for conversion with rich visuals and reminders for users who hadn't responded to earlier touchpoints.
- App Push: Captured real-time intent from users actively browsing and pushed them toward course registration and webinar sign-ups.

Annotations with text:



2

Behavioral Segmentation and Dynamic Content

Advanced Segmentation enabled Great Learning to group learners based on their behaviors (e.g., course views, incomplete forms, and past engagement) and deliver personalized messages that resonated with their current needs.

- Example: Learners with specific job titles (e.g., finance professionals) saw tailored content that highlighted relevant programs such as *AI for Finance*, while freshers in IT received content focused on introductory courses like *Data Science for Beginners*.



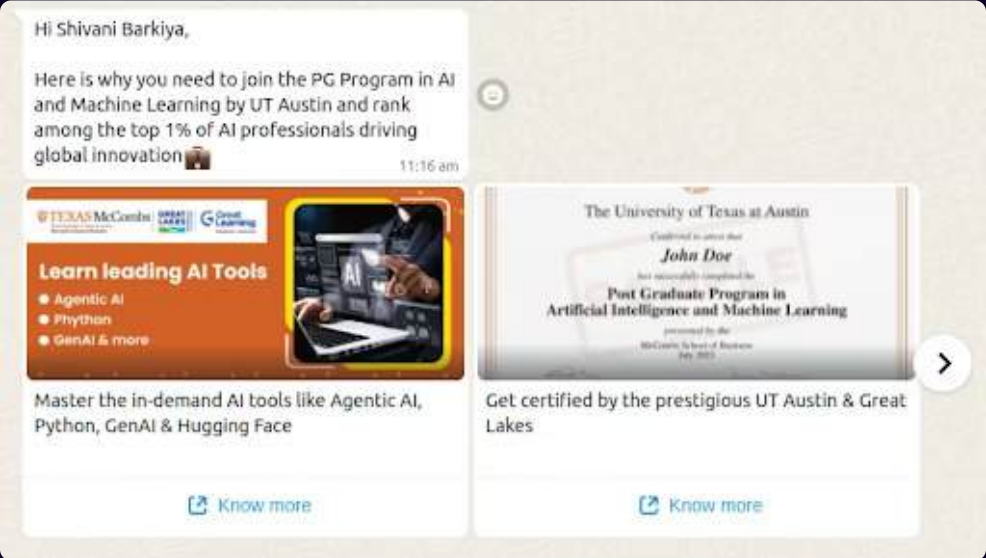
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Automated Lead Qualification with Smart Journeys

WebEngage helped automate the lead qualification process using real-time triggers and smart, contextual journeys. This allowed Great Learning to identify high-intent learners and nudge them with the right content at the right time without manual intervention.

- Lifecycle Journeys: Automatically re-engaged dormant users with sequenced channel flows and targeted nudges, ensuring no lead was left behind.
- Event-Based Triggers: Sent personalized messages when learners viewed courses but didn't enroll or when they dropped off after starting a form.

WhatsApp with carousel:



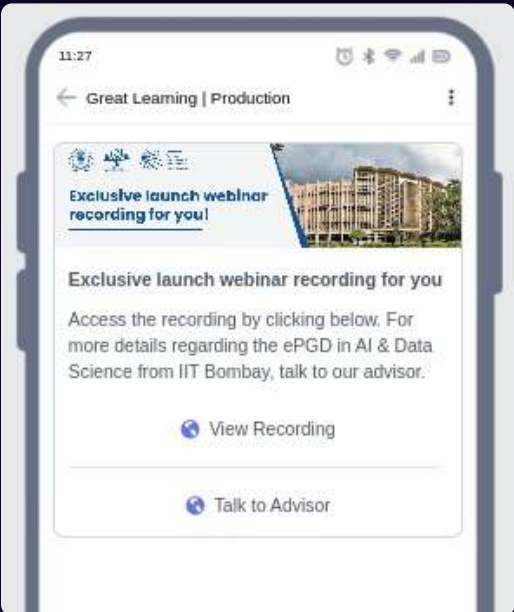
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Real-Time Engagement with Automated Webinars

For a marquee webinar campaign, Great Learning activated a seamless, real-time journey that engaged users at every stage:

- Email: Gamification and AMP carousels to drive registrations.
- App & Onsite Push: Nudged users based on their session time and behavior score.
- WhatsApp: Delivered value propositions and CTA carousels.
- RCS/SMS: Sent time-sensitive reminders and updates.

This coordinated approach allowed Great Learning to reach a broader audience, reduce friction, and ensure more registrations without additional paid advertising.



The Impact: Dramatic Improvements Across the Board

30%

Higher Open Rates

Personalized email campaigns showed significant improvement in engagement metrics.

3X

Increase in Engagement

Through multi-touchpoint, personalized campaigns across email, WhatsApp, and app push channels.

2X

Reactivation of Dormant Users

Through lifecycle journeys and sequenced channel flows, Great Learning successfully brought dormant users back into the funnel.

Improved Lead-to-Enrollment (L2E) Ratios

Increased conversions through more targeted messaging and upselling strategies.

Zero Additional Cost Overhead

Automated program recommendations and testimonials allowed Great Learning to scale personalization without extra costs.

Significant Drop in Unsubscribe Rates

Tailored communication improved relevance and significantly reduced unsubscribes.

Shorter Sales Cycles

Contextual CRM flows helped users understand the program value earlier, shortening the sales cycle and increasing lead quality.

From the GM's Desk



"WebEngage has been a key partner in our journey to automate and personalize our marketing campaigns. Their platform has enabled us to connect with our learners at the right moment with the right message, leading to a significant increase in engagement and down the funnel metrics. The most impressive part has been the support team. Their expertise and dedication have been instrumental in our success. We've been able to re-engage dormant users and streamline the lead nurturing journey, all thanks to WebEngage."

Amit Kumar | GM Digital Marketing, Great Learning

From the Brand Team

"WebEngage has empowered us to engage users through seamless omnichannel communication and highly personalized messaging. The platform enabled us to automate and optimize the entire user lifecycle. A special thanks to Nikita and her team for their exceptional support and strategic guidance in helping us scale our operations efficiently."

Aakanksha Sharma Sodhi | Retention Marketing Manager, Great Learning

From our Growth Consultant

"Great Learning's dedication to personalization at scale, combined with WebEngage's robust platform, delivered measurable results. The personalization and real-time triggers were key to improving conversions and engagement."

Nikita Agarwal | Growth Consultant, WebEngage



Key Features Used



- **Journey Designer:** Orchestrated personalized multi-channel campaigns.
- **Advanced Segmentation:** Real-time targeting based on user actions and personas.
- **Email Campaigns:** Onboarding, reminders, upselling, and transactional messaging.
- **WhatsApp Automation:** Timely reminders and engagement during high-intent phases.
- **RCS/SMS:** Last-mile conversion nudges.
- **Web Push Notifications:** Re-engagement of drop-off users.
- **Event-Based Triggers:** Automated responses based on learner actions.

Why Did Great Learning Pick WebEngage?

Great Learning selected WebEngage for its ability to deliver personalized, scalable, and coordinated lead engagement. WebEngage provided the platform needed to reduce manual effort, improve engagement, and scale their lead nurturing processes without compromising on personalization.

The Problem WebEngage Solves:

WebEngage addressed Great Learning's challenges with fragmented data, inefficient manual workflows, and lack of real-time, personalized communication.



Want to See What WebEngage Can Do for You?

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